

REMARKS/ARGUMENTS

Applicants thank the Examiner for granting the telephonic interview on August 15, 2005. Proposed claim language amendments were discussed. The Examiner stated that the proposed claim amendments likely distinguish over the prior art of record, but may require further consideration and search.

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

I. STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 1-11 and 14-34 are pending. Claims 31-34 are new. Claims 1, 6, 16, 22 and 31-34 are independent. Claims 1, 6, 16 and 22 have been amended. No new matter is added by these amendments. Support for the amended recitations in the claims is found throughout the specification, particularly on page 35, line 25 to page 36, line 14 and in FIGS. 7A-7C. Claim 5 has been amended to correct a grammatical error. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicant is entitled.

II. REJECTIONS UNDER 35 U.S.C. §102(e)

Claims 1-11 and 14-30 were rejected under 35 U.S.C. §102(e) as allegedly anticipated by U.S. Patent No. 6,002,394 to Schein et al.

Claim 1 recites, *inter alia*:

“An information transmitting method...comprising the steps of...

processing commercial information . . .;

wherein, when a cursor is moved onto a program column of the program guide screen, said commercial information is automatically transmitted and displayed successively, without actuating the cursor, in accordance with address information comprising said commercial information . . .” (emphasis added)

As understood by Applicant, U.S. Patent No. 6,002,394 to Schein et al. relates to systems and methods for providing television schedule information to a viewer, and for allowing the viewer to link, search, select and interact with information in a remote database (e.g., a database on the Internet). The television schedule information is stored on the viewer's computer, television, PCTV, or a remote server (e.g., a website), or the television schedule information may be downloaded from a remote database to the viewer's computer, television or PCTV.

Applicant submits that Schein does not teach or suggest the above-identified features of claim 1. Specifically, Applicant submits that there is no teaching or suggestion that, when the cursor is moved onto a program column, commercial information is automatically transmitted and then displayed successively as recited in claim 1. That is, a plurality of commercial information is successively displayed one after another in the commercial information display area.

Further, Applicant submits that there is no teaching or suggestion in Schein that the plurality of commercial information is displayed automatically, without actuation of the cursor as recited in claim 1.

Therefore, Applicant submits that independent claim 1 is patentable.

For reasons similar to or somewhat similar to those described above with regard to independent claim 1, amended independent claims 6, 16 and 22 are also believed to be patentable.

Therefore, Applicant submits that independent claims 1, 6, 16 and 22 are patentable.

III. DEPENDENT CLAIMS

The other claims are dependent from one of the independent claims, discussed above, and are therefore believed patentable for at least the same reasons. Because each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

CONCLUSION

In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited reference, it is respectfully requested that the Examiner specifically indicate those portions of the reference, providing the basis for a contrary view.


Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicant respectfully requests early passage to issue of the present application.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicant respectfully requests early passage to issue of the present application.

Respectfully submitted,

FROMMER LAWRENCE & HAUG LLP
Attorneys for Applicants

By: 
William S. Frommer
Reg. No. 25,506
(212) 588-0800